

State of Connecticut

HOUSE OF REPRESENTATIVES STATE CAPITOL

REPRESENTATIVE TAMI ZAWISTOWSKI
SIXTY-FIRST ASSEMBLY DISTRICT

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PLANNING AND DEVELOPMENT COMMITTEE
TRANSPORTATION COMMITTEE

Tuesday, February 23, 2016
Public Hearing Testimony
General Law Committee

Dear Senator Leone, Senator Witkos, Representative Baram, Representative Carter, and members of the General Law Committee,

My name is Tami Zawistowski and I represent the 61st District, which includes Suffield, East Granby, and Windsor. Thank you for the opportunity to express my support of H.B. 5326.

H.B. 5326: AN ACT PROHIBITING THE CAPTURE AND USE OF FACIAL RECOGNITION TECHNOLOGY FOR COMMERCIAL PURPOSES.

I am requesting your support for H.B. 5326, which would work to prohibit retailers from using facial recognition software for marketing purposes without the consent of consumers.

There have been reports of at least one-third of U.S. retailers already using this technology without the consent of its customers, including Walmart. But since there is no obligation to disclose its use, we simply don't know the extent of its usage.

Biometric identifiers, the technical term for the what drives facial recognition software, needs only a glimpse of a person's face to match them with their online profiles and possible criminal record. Not only will these be identified, but biometric identifiers are being used to track the amount time spent in the store, money spent, and moods of shoppers, as well as going as far as recording who they talk to in the aisles. This includes not only adults but children. I have included a sales sheet from a provider of this technology as part of my testimony.

There is additional risk with misidentification. The algorithms used to drive facial recognition software are not perfect, and I have been told that the error rate is higher for young people, African Americans and women.

At this time, there are no regulations in place to prevent this information from being recorded without the consent of consumers and stored on a server or in the cloud. This leaves us all – but particularly children and seniors - vulnerable to the possibility of a data breach.

With this bill, we have the opportunity to protect the valued privacy of Connecticut's consumers.

I urge you to support H.B. 5326 along with me and along with others who value consumer privacy and understand the importance of this issue.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tami Zawistowski', followed by a long horizontal line extending to the right.

Representative Tami Zawistowski
61st District – Suffield, East Granby, Windsor

FACE FIRST



Advanced Facial Recognition Technology for

Gaming Commercial Security Law Enforcement

Retailers

Airports & Transportation

Reduce the high costs of shoplifting and scams while boosting customer loyalty.

Save money with FaceFirst.

The FaceFirst platform is affordable software that can be hosted in the cloud or run completely on your network to bring you many money-saving benefits, including:

- **Prevent costly inventory shrinkage** by alerting staff when a known shoplifter enters any of your locations.
- **Help avoid costly scams** and reduce expenses related to shoplifter prosecution, overtime for employees appearing as trial witnesses and legal fees.
- **Reduce operational costs** by eliminating the need for staff to monitor entrances.
- **Improve staff efficiency** by sharpening their focus on prior offenders and lowering the risk of violent confrontations.
- **Boost sales** by recognizing high-value customers each time they shop.

Using FaceFirst is easy. There's no technical jargon to learn and no need for time-consuming training.

Transform security at every store.

Your retail locations all have security systems.

What they don't have is an affordable way to reduce the high cost of shoplifting, customer scams and employee theft—until FaceFirst®.

FaceFirst is an advanced facial recognition system that instantly spots known perpetrators entering your locations so that you can stop them *before* they cost you money.

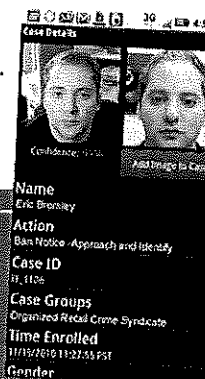
Spot and stop the crooks.

- Receive descriptive alerts when pre-identified shoplifters walk through any door at any store across multiple locations.
- Get alerts when known litigious individuals enter any of your locations.

Recognize your best customers and treat them better.

- Build a database of good customers, recognize them when they come through the door, and make them feel more welcome.
- Keep repeat customers coming back and spending more.

Direct alerts to designated mobile devices.



FACE FIRST

FaceFirst has found a possible match:

Where: 12665 Main St. Oakland, CA
When: Mar 22, 2013 3:35:38 PM PDT
Match: Eric Bromley
Action: Approach and identify

LIVE IMAGE

FILE IMAGE



Receive alerts on any designated desktop computers.

How FaceFirst Works

Just load existing photos of your known shoplifters, members of organized retail crime syndicates, persons of interest, and your best customers into FaceFirst. Instantly, when a person in your FaceFirst database steps into one of your stores, you are sent an email, text, or SMS alert that includes their picture and all biographical information of the known individual so you can take immediate and appropriate action.

- Easily deploys a single system across hundreds of locations
- Identifies multiple faces in live video stream at up to 30fps
- Delivers infinitely expandable throughput of 1 million comparisons per second, per server
- Uses cameras at fixed installations or on mobile phones
- Uses a proprietary FaceFirst Operator Center that adds human interaction when needed to increase accuracy
- Provides a turnkey system that mitigates entry costs and custom development
- Works over secure networks, the Web and wireless networks
- Instantly compares faces to one or more databases
- Lets you upload watch lists from other participating agencies or publicly available databases into your database
- Routes automatic alerts to any device you specify
- Allows customization of alerting preferences
- Is built on technology top-rated by latest Facial Recognition Vendor Tests conducted by the National Institute of Standards and Technology (NIST), a U.S. government agency

**Take advantage of award-winning
face-matching technology.**

FaceFirst represents the next generation of facial recognition technology. FaceFirst is purpose-built with retailers in mind.

The FaceFirst platform is built for large-scale distributed deployment. Designed on a robust architecture, the FaceFirst platform may be installed completely on your secure servers, or cloud hosted to support infinite synchronized remote locations.

Once a match has been verified, the FaceFirst system instantly delivers the photo of the match — along with all database information about the person in question — to a specific recipient or group of recipients. You can choose the delivery method: email, SMS, MMS, integration with your existing VMS system, or log-only.



**Reduce risk at every location
with FaceFirst.**

**For more information call 805-482-8428
or visit www.FaceFirst.com.**